

Macy's
We Sell Dependable
Merchandise at Prices
Lower Than Any Other
Store, but for Cash Only.
Store hours 9 to 5:30

Auto Dealers Arriving Here By Hundreds

All Sections of Country
Represented Among Men
Attracted by Show Week;
Much Business Is Done

Engineers in Session

Eight Hundred Guests
Attend Annual Banquet
of Chamber of Commerce

Visiting dealers from all sections of the country and hundreds of automotive engineers yesterday attended the passenger car show at Grand Central Palace and the motor truck exposition at the Eighth Coast Artillery Armory. The influx into the city of engineers, the men responsible for the creation of the modern motor vehicle, started in earnest yesterday when the first professional sessions of the Society of Automotive Engineers were held.

Last night the annual banquet and entertainment of the National Automobile Chamber of Commerce took place at Hotel Commodore—this being the biggest social function of show week. Eight hundred guests were present. Colonel Charles Clifton, president of the National Automobile Chamber of Commerce, was toastmaster, and George M. Graham, of Buffalo, delivered the one speech of the evening.

Play Given at Banquet

The feature of the banquet was the play presented at 10 o'clock, which was participated in by a number of well known people in the motor industry, including several of the metropolitan automobile exhibitors.

This "Twentieth Annual Skit" had for its setting the "Court of Old King Cole"—the famous Maxfield Parrish picture which graces the Hotel Knickerbocker bar. The characters in the original painting came to life and the play became an uproarious satire on incidents and people of note in the automobile industry.

The episode was the presentation of ludicrous medals to half a dozen prominent manufacturers, who were summoned from the audience to the Court of King Cole, a facetious presentation speech being delivered to each one.

Automobile and truck dealers have been arriving in New York in increasing numbers daily since Saturday, and yesterday it was reported at the show headquarters that dealers and dis-

Jules Haltenberger



Chief Engineer Briscoe Motor Corporation, Jackson, Mich.

tributors are here in greater numbers than ever before.

Exhibitors both of passenger cars and trucks, declare there have been an unusual number of agencies established during the last two days. Most of the dealers have visited the show with the intention of assuring the early closing of new agencies and taking whatever steps are possible to assure prompt deliveries of cars.

Dealers attending the display of trucks are especially anxious to settle their status for the 1920 season, and it is said that the truck manufacturers have established a record number of new agencies. Considerable export business was done both at the Palace and the Armory.

Several important meetings of manufacturing and selling organizations were held during the day. Subjects of importance to the motor truck industry were discussed at a meeting of the motor truck committee of the National Automobile Chamber of Commerce.

Among the organizations which will hold committee meetings to-day are the board of directors and service committee of the National Automobile Chamber of Commerce; the Motor and Accessory Manufacturers' Association, who will have their annual banquet at the Hotel Commodore at 7:30; the Society of Automotive Engineers, the Eastern Automotive Equipment Association and the National Automobile Show Managers' Association at the Automobile Dealers' Association.

To-night the long anticipated carnival night of the Society of Automotive Engineers will be celebrated at Hotel Astor, with all carnival attractions, including a midway plaisance, jazz bands and dancing.

At this afternoon's session of the Highway Transport Conference, the general subject of "Selling on the Firing Line" will be discussed. Various aspects will

be presented by Ray Sherman, editor of "Motor World"; W. H. Moore, Carford Motor Truck Company; P. W. Fenn, secretary motor truck committee, National Automobile Chamber of Commerce; and Harry J. De Bear, Maxwell Motor Sales Company. The general subject for this evening's conference is "Rural Motor Express." On the program of speakers are Tom Snyder, chairman, highway transport committee, State of Indiana; Peter G. Ten Eyck, chairman, New York State highway transport committee; James E. Boyle, extension professor of rural economy, Cornell University.

"No Special Features" Says Briscoe Man

The automobile industry has reached the point where it is necessary to standardize, says Jules Haltenberger, chief engineer of the Briscoe Motor Corporation. "Back in the days when the horseless carriage first began to be called an automobile—before the business had reached the status of industry—everything connected with the automobile was in a state of chaos," says Mr. Haltenberger.

"My own experience in automotive engineering dates back sixteen years. In 1903 I entered the field at Paris, then the center of automobile activities. There, for three years, I worked and studied side by side with engineers of world renown. Following this, from 1906, I was with the Ford Motor Company, Detroit, directly working with Henry Ford and C. Harold Wills. Later was with the enlarged Buick Company.

"Conditions then were far from what they are to-day. Everything then was theory; to-day, certain facts have been established and the automobile, instead of a crude 'rattletrap,' is recognized as a standard means of transportation. The few years I spent with the Atlas Engine Works of Indianapolis, designing and developing the Knight sleeve-valve engine, gave me ample opportunity to delve into the mysteries and secrets of refined motor designs. All this training has found expression in my most recent work—the 1920 Briscoe. The four years I have been with the Briscoe Motor Corporation have been spent in developing a car which, unlike some of its companions, I am proud to say has no special features; just a good automobile, carefully designed and built in special consideration of manufacturing and purchasing simplicity, without sacrificing the quality."

Additional Display Of Cole Motor Cars

In addition to the exhibit of Cole Aero-Eight motor cars at the Grand Central Palace show, the Cole Motor Car Company is holding a special display at the salesroom of the local distributor, Russell L. Engle, Inc., 1804 Broadway.

There are nine models in the complete line of Aero-Eights this season. Four of these are shown in Space A-9, at the palace, while the remaining five are displayed at the Engle Company's Broadway rooms.

"Auto Railroad" Solves Problem Of Cuban Roads

Dodge Brothers Cars on
Rails Used Where Mule
Carts Prove Too Slow and
Too Expensive a System

Cuba sugar plantations have introduced the "automobile railroad." The plan consists of laying the ordinary railroad track and equipping motor cars with flanged wheels. Brouwer & Co., Dodge Brothers dealers in Havana, made the suggestion to a large sugar grower after studying his problem of transporting labor over the expanse of roadless land which constitutes his plantation. The old-fashioned cart and mule were no longer in keeping with the modern idea of transportation efficiency, not to speak of the losses annually entailed through these cumbersome methods.

By the time the track was laid a Dodge Brothers screen side business car had been equipped with iron wheels and a seating arrangement accommodating ten persons. To avoid the necessity of installing turntables and other apparatus common to railroads, the car was also equipped with a double transmission by means of which it is possible to run it backward as fast as forward. At the present time fifty such cars are being specially equipped for railroad use.

About the time the first car was completed another sugar grower was preparing to begin the operation of a sixty-five-mile railroad he had built from his plantation to Havana for marketing purposes. War restrictions, however, forestalled his original purpose of using steam or electric power and other regular railroad equipment. He heard about the Brouwer plan and

immediately installed one of the automobile trains. One of the largest users of the new automobile railroad equipment is the Ferrocarril del Norte, which has twelve of the cars in operation.

The "Makin's" Supplied Fresh in Novel Way

How quick and cheap deliveries are made possible by motor truck is shown by the Stone-Ordean-Weils Company, wholesale grocers, of Duluth. This firm makes strong selling efforts in the Mesaba iron country, and covers numerous small towns situated at the various mining locations. In order to furnish miners cigars, cigarettes and tobacco absolutely fresh, one-ton Reo public truck, equipped with pneumatic tires, was purchased and fitted with a special panel body. The interior of the body was carefully designed to carry a complete supply of cigars and tobacco, so arranged that each brand could be reached without disturbing the entire load.

This truck now makes weekly trips through the iron range towns, supplying the storekeepers with fresh tobacco stock. It averages 250 miles a week, and the Stone-Ordean-Weils company asserts that it not only assures their customers fresh supplies of tobacco at all time, but that delivery costs have actually been reduced. The truck also serves as an advertisement for this enterprising firm and has helped considerably to develop their grocery trade.

"Safety First" in the Essex

One of the greatest factors of safety in a car is its balance—that is, the distribution of weight on the wheels. If the weight is unequally distributed there is a dangerous tendency to "skid" on wet pavements or curves. In the Essex the weight has been so perfectly distributed that if you put each of the wheels on a scale, one at a time, it would be found that the weight on each was almost exactly the same. The result is a car which clings to the turns, handles with the utmost ease and has the least tendency to "skid."

Motor Trucks Coal Conveyors

Take the Place of Machinery in
Yard of Nashville
Firm

Motor trucks are taking the place of expensive conveyor machinery in the coal yard of the St. Bernard Mining Company, in Nashville, Tenn., and are performing their regular functions as trucks as well.

To avoid the installation of costly conveying machinery that would be idle about eleven months in the year the St. Bernard company built a coal storage shed of unique design. Close under the roof of the structure are three trestles, connecting with high ground in the rear, and this high ground is reached by an inclined roadway leading from the yard level.

In practice the company's four white trucks, all of which are equipped with dumping bodies, are loaded at the coal chutes in the yard and run up the inclined roadway and out upon the trestles in the shed. Then their loads are dumped, dropping between the tracks of the trestle, and the trucks are run back to the chutes to repeat the operation. The shed, which holds 150 carloads of coal, can be filled in less than thirty days.

When not engaged in filling the storage shed the trucks are busy with the ordinary hauling work involved in the retail coal business.

Owner's Task Made Easy

An example of the trend in automobile design to simplify the task of the owner who cares for his own car is to be seen in the Essex. Although so sturdily built as to resist the roughest usage, every superfluous part has been eliminated. The engine is simply a clean block of metal only 23½ inches in length over all. Points where adjustments may be necessary are so easily reached and so simple that a woman can make them. All excess parts which mean only added complications have been eliminated.

Advices Buyers to Order Cars Early

Cadillac Sales Manager Fore-
sees Demand Greatly in
Excess of Supply

"It has been a matter of keen regret to us that many a person who wanted to buy a Cadillac last year was disappointed because there were not enough to go around," says Lynn McNaughton, general sales manager of the Cadillac Motor Car Company.

"Neither the Cadillac company nor its distributors want to be placed in the position of disappointing so many people as were unable to provide themselves with our cars last year."

"It may be remembered that immediately following the armistice this company announced that it would resume normal production of motor cars as rapidly as conditions would permit. At the same time, we expressed our belief that it would not be possible to build in 1919 all the Cadillac cars the world would want."

"The prediction was well founded, as many people can testify. During the last months of 1919 our distributors were compelled to decline many orders for motor cars simply because the fore-handled buyers had already placed orders sufficient to absorb the year's production."

"It appears now to be reasonably certain that the same conditions will obtain this year. Undoubtedly the Cadillac's war record has measurably heightened the public's appreciation of the car, which means that the Cadillac market is much wider than heretofore and even before the war it never was fully supplied. We can do no more than present the facts as we see them. It is probably safe to predict that those who were disappointed last year will take due precautions this year along with thousands of others who have learned from experience to anticipate their wants and needs as far in advance as possible."

Armfuls Overflowing

of linens, fresh and white, household linens both beautiful and practical. This assortment, we believe, is the best that it is possible to assemble under the present market conditions.

The Certain Knowledge

that all's well with the linen closet gives to one's hospitality the charm of assured readiness and the grace of an easy conscience—no matter how unexpected the call may be. Look well, therefore, to your linen closet, and if it is needy, consider this opportunity to replenish it.

These few truths about the

January Sale of Household Linens

will undoubtedly convince you that you will save by attending it. Much of this merchandise was purchased many months ago and held specially for this sale. The merchandise that was purchased recently is marked 15% to 25% below our regular prices. Some of the linen is from our regular stock and marked down specially for this event.

Three of the many interesting specials are noted below:

Pure linen table damask, Irish satin, snow white, long wearing quality, neat design, 70 inches wide. Regular price \$3.39 yd.

Special \$2.49 yd.

Pure Irish linen cloth, imported, 65x65 in.

Special \$5.19 ea.

Huck face towels, heavy, long wearing quality, absorbent; cotton huck, red and blue borders, hemmed, size 18x32 in.

Special 39c ea.

Second Floor, 26th St.

SOUTHLAND SWEATERS

For WOMEN and MISSES

No Longer ONE Sweater for Many Sports.
But MANY Sweaters—One for Each Sport

Alpaca
Mohair
Camel's Hair
Fibre Silk
Pure Silk

9.75
to
135.00

FOR new ideas in sweaters to be worn at the resorts of the South and California, consult the Sweater Shop. There is a sweater for the yachting enthusiast, a silk and wool ribbed weave with a silk throw scarf. An athletic slip-over sweater of camel's hair affords protection after an early morning plunge. Tennis devotees will find sweaters in loose, light meshes with short kimono sleeves to allow free play for a swift serve. Golf sweaters are heavier in weave and simpler in fashion.

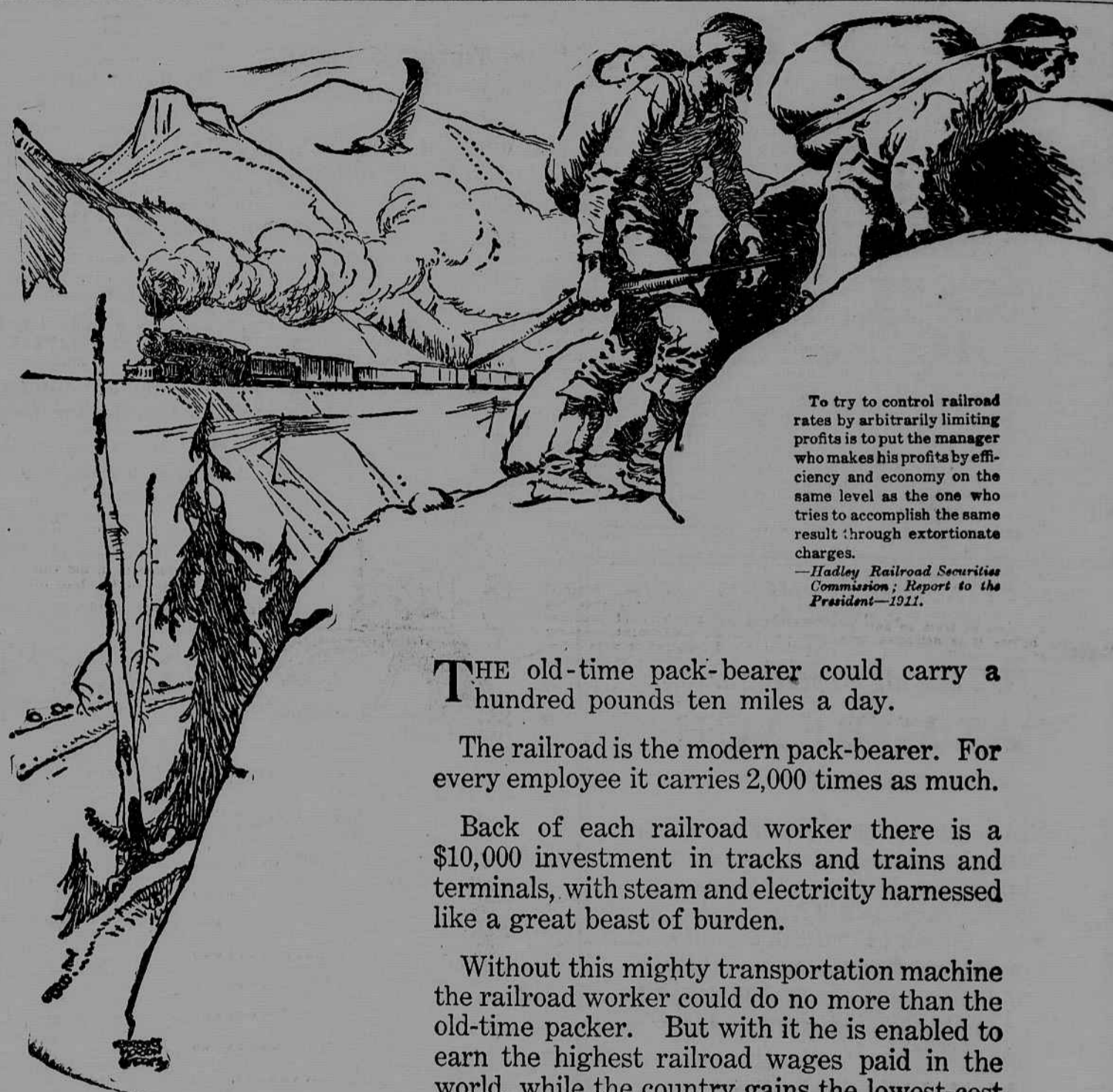
And then, for "picture-sports", there are sweaters draped at the hips, slip-over sweaters with round necks, sleeveless sweaters, sweaters of silk or wool in new weaves, with new decorative treatments. And so, the sweater of many moods becomes a sweater for every mood!

FEMININE SWEATER SHOP—Fourth Floor

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets

BUSINESS HOURS 9:00 A. M. to 5:30 P. M.



To try to control railroad rates by arbitrarily limiting profits is to put the manager who makes his profits by efficiency and economy on the same level as the one who tries to accomplish the same result through extortionate charges.
—Hadley Railroad Securities Commission; Report to the President—1911.

THE old-time pack-bearer could carry a hundred pounds ten miles a day.

The railroad is the modern pack-bearer. For every employee it carries 2,000 times as much.

Back of each railroad worker there is a \$10,000 investment in tracks and trains and terminals, with steam and electricity harnessed like a great beast of burden.

Without this mighty transportation machine the railroad worker could do no more than the old-time packer. But with it he is enabled to earn the highest railroad wages paid in the world, while the country gains the lowest-cost transportation in the world.

The modern railroad does as much work for half a cent as the pack-bearer could do for a full day's pay.

The investment of capital in transportation and other industries increases production, spreads prosperity and advances civilization.

To enlarge our railroads so that they may keep pace with the Nation's increasing production, to improve them so that freight may be hauled with less and less human effort—a constant stream of new capital needs to be attracted.

Under wise public regulation the growth of railroads will be stimulated, the country will be adequately and economically served, labor will receive its full share of the fruits of good management, and investors will be fairly rewarded.

This advertisement is published by the Association of Railway Executives.

Those desiring information concerning the railroad situation may obtain literature by writing to The Association of Railway Executives, 51 Broadway, New York